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SALESLOGIX

SALES • MARKETING • CUSTOMER SERVICE • SUPPORT

SalesLogix – The Logical Next Step as Your Business Grows and Changes

Whether you have been using ACT! from Best Software or another contact management solution, you may require additional capabilities as your business grows, such as robust opportunity management and forecasting, marketing automation and service and support solutions, all designed to manage customer interactions across your entire business.

SalesLogix, the award-winning Customer Relationship Management (CRM) solution from Best Software, builds on the features and ease-of-use of ACT!, while providing you with the additional functionality you need to acquire, retain and develop profitable customer relationships.

Top 10 Benefits of CRM

It may be time to consider migrating from contact management to a full-featured CRM solution if your organization could benefit from one or more of the following CRM benefits:

- 1. Centralized Data** – Access one centralized database for a complete view of all customer interactions, from sales and marketing to customer service and support. As your organization grows, this enables all of your employees - whether they are responding to a billing inquiry or conducting in-person sales calls - to have a complete, up-to-date view of each customer.
- 2. Marketing Automation** – Utilize robust marketing automation tools to segment customers and prospects, automate campaign activity scheduling and follow-up activities and track response rates. Workflow capabilities for lead routing ensure that no leads slip through the cracks. And, revenues can be tied to specific campaigns so that it's easy to analyze campaign ROI to increase marketing efficiency.
- 3. Customer Service and Support Solutions** – With Service and Support solutions, your organization can track and resolve customer questions, issues and technical support inquiries for a high-quality customer experience. In addition, Web Customer Portals empower customers to find the answers they need by allowing them to view, add or edit service and support tickets.
- 4. Advanced Account and Opportunity Management** – While contact management applications may allow for company or account hierarchies, they do not provide the ability to track leads from campaign, through the opportunity cycle, to close. Advanced opportunity management allows for tracking by probability of close, products, lead source, status and competitors. In addition, proposals that include products, pricing and discounts can be created for each opportunity.
- 5. Robust Forecasting and Reporting** – Accurate, timely revenue forecasts help sales close more deals, bring higher profits to the company and align expenses with revenue growth. Forecasting also gives companies critical visibility into future product and service demand trends. With a CRM solution, opportunities can be segmented by account manager, region or probability of close. Management can analyze historical trends to gauge individual or team effectiveness and guide strategic changes such as territory realignment or redistribution of marketing spend.

